

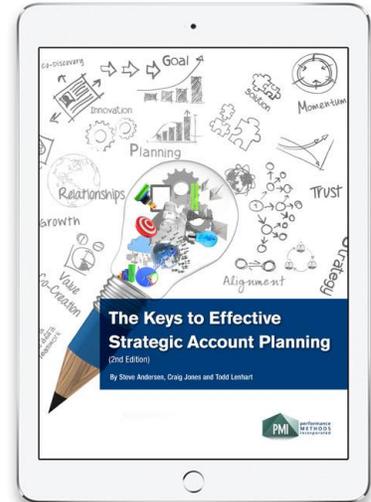
# NEWS RELEASE

## Performance Methods, Inc. and SAMA Publish “The Keys to Effective Strategic Account Planning” eBook (2<sup>nd</sup> Edition)

**Atlanta, GA and Chicago, IL – July 3, 2020:** Performance Methods, Inc. (PMI) and the Strategic Account Management Association (SAMA) have jointly published ***The Keys to Effective Strategic Account Planning (2<sup>nd</sup> Edition)***. Based on implementations of strategic and key account

management programs by SAMA members worldwide, this book unpacks the core areas of best practice that comprise PMI’s account planning and management methodology, and illustrates each with examples from within the SAMA community of practice. PMI President and Founder Steve Andersen had this to say about the development and publication of this ground-breaking approach to strategic and key account planning: “Over the past two decades, PMI’s work within the SAMA community has provided numerous opportunities to witness firsthand how global industry leaders

manage and grow their most strategic customer relationships. From these experiences, we designed, developed and updated our approach for implementing and sustaining SAM and KAM best practices, and it can be downloaded here: [The Keys to Effective Strategic Account Planning \(2nd Edition\)](#)



Denise Freier, SAMA CEO, provided her thoughts in the Foreword for the book: “In ***The Keys to Effective Strategic Account Planning (2<sup>nd</sup> Edition)***, authors Steve Andersen, Craig Jones and Todd Lenhart of PMI leverage their more than two decades of work with SAMA and SAMA member companies to provide readers with a contemporary view of what great account planning and management looks like. In this updated and expanded second edition, PMI sets the standard for co-creating customer value, aligning cross-functional account teams, building trust-based customer relationships and driving proactive account growth. If you’re looking for an explanation of how the most effective account managers in the SAMA community of practice drive customer value co-creation and account growth, you need look no further than this book.”

**About Performance Methods, Inc.** PMI provides consulting and training services to assist clients in the design, development, and deployment of value selling and strategic account planning and management solutions. PMI has engaged with many of the world’s leading corporations and widely recognized for the innovation, strength and effectiveness of its contemporary suite of customized solutions. PMI partners with the Strategic Account Management Association (SAMA), the global authority for strategic account management best practices, and serves on SAMA’s Certified Strategic Account Manager (CSAM) faculty, as well as SAMA’s Board of Directors. PMI has been recognized by TrainingIndustry.com as a “Top 20 Sales Training Company” each year since the award’s inception (2008–2020). For more information, visit [www.performancemethods.com](http://www.performancemethods.com).

**About the Strategic Account Management Association** SAMA is a knowledge-sharing organization devoted to developing, promoting and advancing the concept of customer/supplier collaboration through communities of practice. SAMA is dedicated to the professional development of the individuals and companies involved in managing national, global and strategic customer relationships, and to enabling members to co-create customer value and achieve competitive advantage, accordingly. With thousands of members across the globe, SAMA attracts the strategic customer management profession's most influential decision-makers. Over the past 55 years, the association has earned the reputation of being the SAM profession's knowledge leader, providing members with the resources, training and networking opportunities needed to succeed. For more information, visit [www.strategicaccounts.org](http://www.strategicaccounts.org).

Performance Methods, Inc.

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